Index

Volume 31, 1986

INDEX BY AUTHORS

W. Randolph Baker, *Sell Management on the Value of Communications*, no. 4, p. 29
Douglas J. Bergner, *The Maturing of Public Interest Groups*, no. 3, p. 14
Edward L. Bernays, *Let There Be Licensing*, no. 3, p. 8
Edward L. Bernays, *Let's Get to Work for World Peace*, no. 4, p. 16
Edward L. Bernays, *PRPLR*, no. 1, p. 10
Douglas Birkhead and John Butler, *Keeping Flexible in the PR Skirmish (And How Exxon Didn't)*, *no. 2, p. 20*
John Bitter, *Public Relations' Identity Crisis*, no. 1, p. 12
E. W. Brody, *Changes in the Air for PR's Labor Pool*, no. 1 p. 14
E. W. Brody, *Make More Than Hay While the Sun is High*, no. 2, p. 27
E. W. Brody, *The 1986 Tax Reform Act and You*, no. 4. p. 21
E. W. Brody, *What Do You Do With a New Employee?* no. 3, p. 25
David H. Brown, *A Funny Thing Happened on the Way to the Forum on Ethics*, no. 1, p. 20
Charles T. Crespy, *Global Marketing is the New Public Relations Challenge*, no. 2, p. 5
Hugh M. Culbertson, *Study of Student Beliefs Suggests Sequences Do Make a Difference*, no. 1, p. 24
Frank DiCostanzo, *What the Press Thinks of Press Releases*, no. 4, p. 22
Stephen M. Downey, *The Relationship Between Corporate Culture and Corporate Identity*, no. 4, p. 7
Dick Elfenbein, *Business Journalists Say if It's Not Local, It's Trashed, no. 2, p. 17*
Lyle L. Erb, *The Company Publication*, no. 2, p. 32
Lyle L. Erb, *Etiam Bonus Dormitat Erbus*, no. 4, p. 32
Lyle L. Erb, *The Last Word on Quotations*, no. 3, p. 32
Lyle L. Erb, *Slips that Pass in the Night*, no. 1, p. 32
Albert Feldman, *Over 40 and Out of Work*, no. 3, p. 26
Seymour Hamilton, *PR Ethics, from Publicity to Interaction*, no. 1, p. 15
Richard Hickman, *Video Presentation Sells Citizens on Bigger City Budget*, no. 1, p. 29
Ivan Holmes, *Eight Suggestions for Handling Negative Issues*, no. 4, p. 28
Grant N. Horne, *Making Video a Full Partner in PR*, no. 2, p. 23
Carole M. Howard and Wilma Mathews, *Global Marketing: Stop, Look, and Listen*, no. 2, p. 10
Carole M. Howard, *How to Say "No" Without Alienating Reporters*, no. 4, p. 25
Ronald N. Levy and William K. Barclift, *Put a Bottom-Line Orientation into your Association PR Efforts*, no. 4, p. 13
Ronald N. Levy, *When the CEO Looks At PR Results*, no. 1, p. 6
Seymour M. Lipset, *The Sources of Public Interest Activism*, no. 3, p. 9
Carl P. Mann, *How to Remove Groupthink from Executive Decision-Making*, no. 3, p. 28
Richard L. Nelson and Robert L. Heath, *A Systems Model for Corporate Issues Management*, no. 3, p. 20
Marvin N. Olasky, *Enlisting the Sheriff: Corporate-Governmental Partnership in the Name of Public Interest*, no. 3, p. 17
Trip Overholt, *How to Manager Your Time Electronically*, no. 4, p. 17
James B. Strenski, *Understanding of Culture Essential to Success in Japanese Market*, no. 2 p. 9
Albert Walker, *The Evolution of Public Relations According to Cutlip and Center*, no. 2, p. 28
Rene White, *Beyond Berlitz: How to Penetrate Foreign Markets Through Effective Communications, no. 2, p. 12*

INDEX BY TITLES

Beyond Berlitz: How to Penetrate Foreign Markets Through Effective Communications, Rene White, no. 2, p. 12
Business Journalists Say if It's Not Local, It's Trashed, Dick Elfenbein, no. 2, p. 17
Changes in the Air for PR's Labor Pool, E.W. Brody, no. 1, p. 14
The Company Publication, Lyle L. Erb, no. 2, p. 32
Eight Suggestions for Handling negative Issues, Ivan Holmes, no. 4, p. 28
Enlisting the Sheriff: Corporate-Governmental Partnership in the Name of Public Interest, Marvin N. Olsaky, no. 3, p. 17
Etiam Bonus Dormitat Erbus, Lyle L. Erb, no. 4, p. 32
The Evolution of Public Relations According to Cutlip and Center, Albert Walker, no. 2, p. 28
A Funny Thing Happened on the Way to the Forum on Ethics, David H. Brown, no. 1, p. 20
Global Marketing Is the New Public Relations Challenge, Charles T. Crespy, no. 2, p. 5
Global Marketing: Stop, Look, and Listen, Carole M. Howard and Wilma Mathews, no. 2, p. 10
How to Manage your Time Electronically, Trip Overholt, no. 4, p. 17
How to Remove Groupthink from Executive Decision-Making, Carl P. Mann, no. 3, p. 28
How to Say "No" Without Alienating Reporters, Carole M. Howard, no. 4, p. 25
Keeping Flexible in The PR Skirmish (And How Exxon Didn't), Douglas Birkhead and John Butler, no. 2, p. 20
The Last Word on Quotations, Lyle L. Erb, no. 3, p. 32
Let There Be Licensing, Edward L. Bernays, no. 3, p. 8
Let's Get to Work for World Peace, Edward L. Bernays, no. 4, p. 16
Make More Than Hay While the Sun is High, E. W. Brody, no. 2, p. 27
Making Video a Full Partner in PR, Grant N. Horne, no. 2, p. 23
The Maturing of Public Interest Groups, Douglas J. Bergner, no. 3, p. 14
The 1986 Tax Reform Act and You, E. W. Brody, no. 4, p. 2
Over 40 and Out of Work, Albert Feldman, no. 3, p. 26
PR Ethics, from Publicity to Interaction, Seymour Hamilton, no. 1, p. 15
PRPRL, Edward L. Bernays, no. 1, p. 10
Public Relations' Identity Crisis, John Bitter, no. 1, p. 12
Put a Bottom-Line Orientation into Your Association PR Efforts, Ronald N. Levy and William K. Barclift, no. 4, p. 13
The Relationship Between Corporate Culture and Corporate Identity, Stephen M. Downey, no. 4, p. 7
Sell Your Management on the Value of Communications, W. Randolph Baker, no. 4, p. 29
The Sources of Public Interest Activism, Seymour Martin Lipset, no. 3, p. 9
Study of Student Beliefs Suggests Sequences Do Make a Difference, Hugh M. Culberston, no. 1, p. 24
A Systems Model for Corporate Issues Management, Richard Alan Nelson and Robert L. Heath, no. 3, p. 20
Understanding of Culture Essential to Success in Japanese Market, James B. Strenski, no. 2, p. 20
Video Presentation Sells Citizens on Bigger City Budget, Richard Hickman, no. 1, p. 29
What the Press Thinks of Press Releases, Frank Di Costanzo, no. 4, p. 22
When the CEO Looks at PR Results, Ronald N. Levy, no. 1, p. 6

BOOK REVIEWS

Bacon's Media Alerts, no. 1, p. 4
Essentials of Marketing, Third Edition, no. 1, p. 3
Global Information and World Communiction, no. 2, p. 3
Principles of Marketing, Third Edition, Diamond and Pintel, no. 1, p. 3
Principles of Marketing, Third Edition, Kotler, no. 1, p. 3
Public Relations Career Directory 1986, no. 1, p. 4
Public Relatons in the Marketing Mix, no. 1, p. 3
The Quest for Staff Leadership, no. 3, p. 5
"What Works for Me"; 16 CEOs Talk About Their Careers and Commitments, no. 4, p. 4
Working Press of the Nation, no. 4, p. 5
The Writer's Art, no. 3, p. 5